Index, Volume XVI, 1973–1974

Index to Titles

A Berkeley View of Business and Society–Book Review, by Harold L. Johnson, No. 2, p. 95.

A Conceptual View of the Regulatory Process, by Leo M. Pellerzi, No. 3, p. 93.

A Contingency Look at Job Design, by John J. Morse, No. 1, p. 67.

Advertising: Consumer Information and Consumer Deception, by Channing H. Lushbough, No. 3, p. 80.

Affirmative Action in Housing and Beyond, by Betsy D. Gelb and Ben M. Enis, No. 2, p. 24.

A Framework for Measuring Human Assets, by M. Scott Myers and Vincent S. Flowers, No. 4, p. 5.

A New Look at Budgeting–Book Review, by Roger E. Bolton, No. 3, p. 109.

Antitrust or Pro-Competition, by Neil H. Jacoby, No. 4, p. 53.

A Stochastic Model for Human Resources Valuation, by Len B. Auerbach and Simcha Sadan, No. 4, p. 24.

Book Review: Current Thoughts On Business and Society, by John J. Corson, No. 4, p. 50.

Building a Better Executive Team, by Richard T. McNamar, No. 2, p. 59.

Business Impact Upon Regulatory Agencies, by Robert N. Katz, No. 3, p. 102.

Canada's New Competition Policy: Status and Outlook, by Donald N. Thompson, No. 4, p. 93.

Competition Policy in the United States: Looking Ahead, by E. T. Grether, No. 4, p. 60.

Competitive Impact of the Emerging Energy Company, by Reed Moyer, No. 4, p. 81.

Consumer Behavior: Can Economics and Behavioral Science Converge? by Francesco Nicosia, No. 2, p. 71.

Consumer Reality and Corporate Image, by William J. Wilson, No. 2, p. 85.

Consumers in the Federal Decision-Making Process, by Lee Richardson, No. 2, p. 79.

Dilemmas for the Regulator, by Dan H. Fenn, Jr., No. 3, p. 87.

Dimensions of Corporate Power Pt. 1, by Edwin M. Epstein, No. 2, p. 9.

Dimensions of Corporate Power Pt. 2, by Edwin M. Epstein, No. 3, p. 32.

Effective Regulation in the Public Interest, by Louis M. Kohlmeier, No. 3, p. 95.

European Transnational Concentration, by Renato Mazzolini, No. 3, p. 43.

Forecast, by Larry J. Kimbell and Robert M. Williams, No. 3, p. 111.

Forecast, by Larry J. Kimbell and Robert M. Williams, No. 2, p. 4.

Healing the Rift Between the U.S. and Europe, by Patrick M. Boarman, No. 1, p. 76.

How Effective Is Your Data Processing Organization? by Ephraim R. McLean, No. 1, p. 95.

Implementing Competition Policy in Communist Countries, by Barry Richman, No. 4, p. 104.

Improving Management by Objectives: A Diagnostic Change Program, by Henry Tosi and Stephen J. Carroll, Jr., No. 1, p. 57.

Industrywide Cooperation for Consumer Affairs, by Guenther Baumgart, No. 3, p. 52.

Integrating Industry: Past, Present and Future–Book Review, by William C. Musham, No. 2, p. 101.

Is It Time for Industrial Reorganization? by Lee E. Preston, No. 4, p. 68.

Making the Board of Directors More Effective, by John A. Groobey, No. 3, p. 25.

New Product Planning in an Age of Future Consciousness, by Marvin A. Jolson, No. 1, p. 25.

Notes: Another View of Business Education and Success, by Roy W. Jastram, No. 4, p. 48.

Organizational Development in the Future, by William E. Halal, No. 3, p. 35.

Price Formation and Decision-Making in Covent Garden Market, London, by Ralph Cassady, Jr. and David Barker, No. 1, p. 86.

Productivity Is the USA's Problem, by Martin K. Starr, No. 2, p. 32.

Psychological Considerations in Advertising Regulation, by Donald L. Kanter, No. 3, p. 73.

Protecting Trade Secrets in the Seventies, by William F. Glueck and Robert A. Mittelstaedt, No. 1, p. 34.

Reading the Fine Print in the Social Contract, by Mervin D. Field, No. 2, p. 91.

Recent Failures in Consumer Protection, by Jagdish N. Sheth and Nicholas J. Mammana, No. 3, p. 64.

Self-Regulation by the Advertising Industry, by Howard H. Bell, No. 3, p. 58.

Share Price Maximization: A Tool for Management Decision-Making, by Samuel J. Stewart, Jr., No. 2, p. 54.

Strategy-Making in Three Modes, by Henry Mintzberg, No. 2, p. 44.

The Computer Manufacturing Industry and the U.S. Balance of Payments, by James H. Sood, No. 2, p. 37.

The Consumer Interest: The Role of Public Policy, by Mary Gardiner Jones, No. 1, p. 17.

The Corporate Social Audit: Getting on the Learning Curve, by Raymond A. Bauer, No. 1, p. 5.

The Feasibility and Utility of Human Resource Ac-

counting, by Geoffrey M. N. Baker, No. 4, p. 112.
The Future of Competition Policy: A World View, by Corwin D. Edwards, No. 4, p. 112.
The Problems of Managing Reciprocity, by Robert E. Weigand, No. 1, p. 40.
The Program Management Approach to the Corporate Social Audit, by Bernard L. Butcher, No. 1, p. 11.
The University and the Corporation: Partially Shared Goals and Separate Identities, by Clark Kerr, No. 3, p. 20.
The Venture Manager as a Corporate Innovator, by David L. Wilemon and Gary R. Gemmill, No. 1, p. 49.
Toward Understanding the Changing Work Ethic, by M. Scott Myers and Susan S. Myers, No. 3, p. 7.

Index to Authors

Auerbach, Len B., and Simcha Sadan, *A Stochastic Model for Human Resources Valuation*, No. 4, p. 24.
Baker, Geoffrey M. N., *The Feasibility and Utility of Human Resource Accounting*, No. 4, p. 17.
Bauer, Raymond A., *The Corporate Social Audit: Getting on the Learning Curve*, No. 1, p. 5.
Baumgart, Guenther, *Industrywide Cooperation for Consumer Affairs*, No. 3, p. 52.
Bell, Howard H., *Self-Regulation by the Advertising Industry*, No. 3, p. 58.
Boarman, Patrick M., *Healing the Rift Between the U.S. and Europe*, No. 1, p. 76.
Bolton, Roger E., *A New Look at Budgeting: Book Review*, No. 3, p. 109.
Butcher, Bernard, *The Program Management Approach to the Corporate Social Audit*, No. 1, p. 11.
Cassady, Ralph, Jr., and F. David Barker, *Price Formation and Decision-Making in Covent Garden Market, London*, No. 1, p. 86.
Corson, John J., *Book Review: Current Thoughts on Business and Society*, No. 4, p. 50.
Edwards, Corwin D., *The Future of Competition Policy: A World View*, No. 4, p. 112.
Epstein, Edwin M., *Dimensions of Corporate Power, Pt. 1*, No. 2, p. 9.
Epstein, Edwin, M., *Dimensions of Corporate Power, Pt. 2*, No. 4, p. 32.
Fenn, Dan H., Jr., *Dilemmas for the Regulator*, No. 3, p. 87.
Field, Mervin D., *Reading the Fine Print in the Social Contract*, No. 2, p. 91.
Gelb, Betsy D., and Ben M. Enis, *Affirmative Action in Housing and Beyond*, No. 2, p. 24.
Glueck, William F., and Robert A. Mittelstaedt, *Protecting Trade Secrets in the Seventies*, No. 1, p. 34.
Grether, E. T., *Competition Policy in the United States: Looking Ahead*, No. 4, p. 60.
Groobey, John A., *Making the Board of Directors More Effective*, No. 3, p. 25.
Halal, William E., *Organizational Development in the Future*, No. 3, p. 35.
Jacoby, Neil H., *Antitrust or Pro-Competition?* No. 4, p. 53.
Jastram, Roy W., *Notes: Another View of Business Education and Success*, No. 4, p. 48.
Johnson, Harold L., *A Berkeley View of Business and Society–Book Review*, No. 2, p. 95.
Jolson, Marvin A., *New Product Planning in an Age of Future Consciousness*, No. 1, p. 25.
Jones, Mary Gardiner, *The Consumer Interest: The Role of Public Policy*, No. 1, p. 17.
Kanter, Donald L., *Psychological Considerations in Advertising Regulation*, No. 3, p. 73.
Katz, Robert N., *Business Impact Upon Regulatory Agencies*, No. 3, p. 102.
Kerr, Clark, *The University and the Corporation: Partially Shared Goals and Separate Identities*, No. 3, p. 20.
Kimbell, Larry J., and Robert M. Williams, *Forecast*, No. 2, p. 4.
Kimbell, Larry J., and Robert M. Williams, *Forecast*, No. 3, p. 111.
Kohlmeier, Louis M., *Effective Regulation in the Public Interest*, No. 3, p. 95.
Lushbough, Channing H., *Advertising: Consumer Information and Consumer Deception*, No. 3, p. 80.
Mazzolini, Renato, *European Transnational Concentration*, No. 3, p. 43.
McLean, Ephraim R., *How Effective Is Your Data Processing Organization?* No. 1, p. 95.
McNamar, Richard T., *Building a Better Executive Team*, No. 2, p. 59.
Mintzberg, Henry, *Strategy-Making in Three Modes*, No. 2, p. 44.
Morse, John J., *A Contingency Look at Job Design*, No. 1, p. 67.
Moyer, Reed, *Competitive Impact of the Emerging Energy Company*, No. 4, p. 81.
Musham, William C., *Integrating Industry: Past, Present, and Future–Book Review*, No. 2, p. 101.
Myers, M. Scott, and Vincent S. Flowers, *A Framework for Measuring Human Assets*, No. 4, p. 5.
Myers, M. Scott, and Susan S. Myers, *Toward Understanding the Changing Work Ethic*, No. 3, p. 7.
Nicosia, Francesco, *Consumer Behavior: Can Economics and Behavioral Science Converge?* No. 2, p. 71.
Pellerzi, Leo M., *A Conceptual View of the Regulatory Process*, No. 3, p. 83.
Preston, Lee E., *Is It Time for Industrial Reorganization?* No. 4, p. 68.
Richardson, Lee, *Consumers in the Federal Decision-Making Process*, No. 2, p. 79.
Richman, Barry, *Implementing Competition Policy in Communist Countries*, No. 4, p. 104.
Sheth, Jagdish N., and Nicholas J. Mammana, *Recent*

Failures in Consumer Protection, No. 3, p. 64.
Sood, James H., *The Computer Manufacturing Industry and the U.S. Balance of Payments*, No. 2, p. 37.
Starr, Martin K., *Productivity Is the USA's Problem*, No. 2, p. 32.
Stewart, Samuel J., Jr., *Share Price Maximization: A Tool for Management Decision-Making*, No. 2, p. 54.
Thompson, Donald N., *Canada's New Competition Policy: Status and Outlook*, No. 4, p. 93.
Tosi, Henry and Stephen J. Carroll, Jr., *Improving Management by Objectives: A Diagnostic Change Program*, No. 1, p. 57.
Weigand, Robert E., *The Problems of Managing Reciprocity*, No. 1, p. 40.
Wilemon, David L., and Gary R. Gemmill, *The Venture Manager as a Corporate Innovator*, No. 1, p. 49.
Wilson, William J., *Consumer Reality and Corporate Image*, No. 2, p. 85.